KNOWLEDGE - INNOVATION REPORT

Innovation Report 2026

A review of Magnific's platform, models, and creative-production innovations.

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Brand	Magnific (formerly Freepik)
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Innovation Report Summary

2024-2026 marked the years Magnific (formerly Freepik) transformed from a stock library into the world's most comprehensive AI creative platform. The company built a model-agnostic architecture that unifies 40+ image models, 30+ video models, a full audio suite, the original Magnific upscaling technology, a collaborative workflow canvas, and 250M+ stock assets - supporting 4M+ images generated per day, profitably and without US venture capital.

Model-Agnostic Architecture

The core innovation is integration, not a single model. Magnific routes users to the best available model for each task and shares one credit pool across all of them.

- 40+ image models - Nano Banana, Flux, Mystic, and the open-source F Lite
- 30+ video models - Veo 3.1, Seedance 2.0, Kling, Runway Gen-4.5, up to 4K with native audio
- Audio - ElevenLabs (v2, v3, Music), Google Gemini 2.5 Pro and Lyria
- One interface, one subscription, one workflow across every provider

AI Upscaling & Enhancement

The technology that gave the platform its name continues to lead in two modes:

- Creative mode (Magnific) - reimagines and adds detail; ideal for art, illustration, 3D renders; up to 4x with 13 content-aware categories
- Precision mode (Clarity) - faithful, high-fidelity reproduction; up to 16x and 16384px; ideal for photos, products, and print
- Available standalone and inside the Image Editor, with engine selection and strength control

Spaces - Collaborative Workflow Canvas

Spaces turns generation into production. A node-based canvas lets teams chain models, run batch operations (for example a List node generating variations), and collaborate on a live shared workspace in real time - moving from single outputs to repeatable systems.

F Lite - Open, Licensed-Data Model

Magnific contributes to the open ecosystem with F Lite, an open-source ~10B-parameter image model trained on licensed content - a transparency and rights-respecting stance in a field often criticized for training data provenance.

Creative Production Tooling

- Image Editor - inpainting, image extension, retouching, background removal
- Multi-image references for precise, controllable image generation
- An AI assistant that accelerates work without over-explaining
- The Magnific Academy for onboarding and team training
- 3D and virtual scene tools for next-generation composition

Developer Platform

- REST API at api.magnific.com (api.freepik.com remains valid; legacy endpoints supported for at least 6 months)
- Model Context Protocol (MCP) - use Magnific models directly from AI agents and IDEs
- Credit-based usage shared with the rest of the plan

Enterprise Innovation

- Magnific Studios - an in-house creative studio available as an Enterprise add-on
- Custom SAML 2.0 SSO, centralized admin, and granular usage reporting
- Legal indemnification, full ownership of Output, and a no-training guarantee
- Compliance: GDPR, ISO/IEC 27001, ISO 22301, SOC 2 Type I

Recognition

Andreessen Horowitz named the platform the top generative AI web company in Europe by users - placing it ahead of well-capitalized American competitors on a ranking based on actual usage, achieved without US venture capital.

R&D Direction

Continued integration of frontier models as they ship, deeper video and audio capabilities, richer collaborative workflows in Spaces, and expanded enterprise controls - all in service of unified creative infrastructure for the no-collar economy.